



NEWS RELEASE

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Slide –A -Shelf

Santa Ana –Robert Fenton Jr., owner of Slide-A Shelf of Santa Ana will be adding six additional locations using the assistance received from a U.S. Small Business Administration loan.

What started as a part-time venture back in 1992 for Robert Fenton Sr. and Barbara Fenton of Escondido, California, has blossomed into a full-time business for many family members. Soon after Slide-A-Shelf was founded in 1992, their daughter Dawn and her husband Chris joined in the endeavor in Phoenix, Arizona. Following in their footsteps was Robert Fenton, Jr. and his wife Patti in Orange County, California.

Fenton Jr. began his Slide-A-Shelf in 1998 in his garage with a \$1,000 investment and in the first year generated revenues of \$73,000. He now employs five with plans to open locations in San Francisco, Portland, Salt Lake City, Albuquerque, and Boise. Slide-A-Shelf manufactures custom fitted slide out, lift-up and pull-down shelves for existing cabinets. Additional products are being designed for future services.

An SBA loan provided funds for materials to create show case units for display in several nation wide retailers. One of the Slide-A-Shelf product displays can be found in the EXPO Design Center located in Anaheim. The loan funds also helped the business establish a pilot site in Seattle Washington where the product is being sold at a nation wide retail store.

Mr. Fenton attended the United States Air Force Academy, graduated from the Dale Carnegie Sales and Management Program and completed his collegiate training in aerospace engineering with two years of electronic engineering at the DeVry Institute of Technology. He is a member of the Board of Directors for the Orange County Family Impact Council. Fenton is involved with the National Little League volunteers at his church and is a Bobby Sox Coach.

Robert Fenton Jr. was recognized for his business success on October 17, 2002 at the Doubletree Hotel in Ontario by the U.S. Small Business Administration as part of the SBA's salute to Minority Enterprise Development.

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